Orders

Order / Rev:

/107386 J

Alt Order #:

06860593

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

444

Flight Dates:

10/03/12 - 10/09/12

Original Date / Rev:

Order Type:

10/02/12 / 10/05/12 **GENERAL**

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

Cash

Broadcast

EOM/EOC

National

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

138 Conant St.

Beverly, MA 01915

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Advertiser

Name:

Priority:

Romney for President

A35+ Demographic:

Product Codes:

PLC02-Republican

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

End Date # Spots Gross Amount Net Amount 10/01/12 10/09/12

Share

91 \$92,775.00 \$78,858.75 Totals

Month # Spots Gross Amount Net Amount Rating October 2012 \$92,775.00 \$78,858.75 0.00 91 Totals \$92,775.00 \$78,858.75 0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Order Share

Total \$92,775.00

KSNV Market

28% 100% \$331,339.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp	w/WagM	6-7a	MT	:30	2	\$700.001	0,00 NM	2	\$1,400.00
				M-F 6-7a WakeUp	w/Wagners								
	PLS AIR	1/DAY W	AKE W/W	AGNERS - 1/DAY									
	Star	t Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
۱۸/	eek: 10/0	18/12	10/14/12	MT~~~~	2	\$700.00	0.00						

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KSNV

Order / Rev:

107386

Advertiser:

Romney for President

Ait Order #:

06860593

593 Product Desc:

esc: RON

ROMNEY FOR PRESIDENT

Flight Dates: 10/03

10/03/12 - 10/09/12

Estimate:

444

_Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/08/1	12 10/09/12	M-F 6-7a WakeU _l M-F 6-7a WakeU		6-7a	МТ	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	PLS All	R 1/DAY	WAKE W/W	/AGNERS - 1/DAY	. 3								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Veek: 10/		10/14/12	MT	2	+	0.00					_	
E 2	KSNV	10/03/1	12 10/05/12	M-F 6-7a WakeU _l M-F 6-7a WakeU	_	6-7a	W-F	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	PLS All	R 1/DAY	WAKE W/W	AGNERS - 1/DAY									
	<u>Sta</u>	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10/		10/07/12	W-F	2	\$700.00	0.00						
E 3				Today Show Today Show	СМ	658a-9am	WTF	:30	3	\$900.001	0.00 NM	3	\$2,700.00
			TODAY SHO									i	
V	<u>Sta</u> /Veek: 10	rt Date	End Date 10/07/12	<u>Weekdays</u> WTF- <i>-</i>	Spots/Week 3	<u>Rate</u> \$900.00	Rating 0.00						
				Today Show	CM	658a-9am	MT	:30	2	\$900,001	0.00 NM	2	\$1,800.00
			TODAY SH	Today Show	ON		19.1	.50	2	φ300.001	O.OO IVIVI	2	Ψ1,000.00
	Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					ŀ	
	Veek: 10/		10/14/12	MT	2	\$900.00	0.00						
E 5				M-F Today Show M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
				OW 2 - 1/DAY									
V	<u>Sta</u> Veek: 10	nt Date	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
E 6				M-F Today Show		10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
	PLS All	R 1/DAY	TODAY SH	Today 4th Hour OW 3 - 1/DAY									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	/08/12	10/14/12	MT	2		0.00						
E 7				M-F Today Show Today 4th Hour	III 4th IBM	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
				OW 3 - 1/DAY		- .	5.0					1	
v	<u>Sta</u> Week: 10	ort <u>Date</u>	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
E 8				Rachael Ray	CM	11am-12pm		:30	2	\$325,001	0.00 NM	2	\$650.00
0			RACHEL RA	Rachael Ray	5.1. 1	, ram repin	,	.00	_	ψ020.00 1	0.00 14141	_	ψ030.00
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 10		10/14/12	MT	2	\$325.00	0.00		•••				
E 9				Rachael Ray Rachael Ray	CM	11am-12pm	WTF	:30	3	\$325.001	0.00 N M	3	\$975.00
			RACHEL RA		Cooto#Mook	Doto	Define						
V	<u>ى د</u> .Neek: 10	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0.00						
	-	-		Noon News Noon News	СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
	PLS AI	R 1/DAY	. NOON NE\										
		art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
,	Veek: 10	_	10/14/12	MT	2		0.00						
E 1				Noon News Noon News	CM	12-1230pm	WTF	:30	3	\$425.00 1	0.00 NM	3	\$1,275.00
			, NOON NE\		Cunta AAI 1	Dete	Dati						
14	<u>Sta</u> Neek: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> wTF	Spots/Week 3		<u>Rating</u> 0.00						
				Days of our Lives Days of our Lives	CM	1258p-2pm	~~WTF~~	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	PLS AI	R 1/DAY	'. DAYS - 1/D		,								
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Neek: 10		10/07/12	WTF	3		0.00					I	
E 1	3 KSNV	10/08/	12 10/09/12		CM	1258p-2pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00

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KSNV

Order / Rev: Alt Order #:

Flight Dates:

107386

06860593

10/03/12 - 10/09/12

Advertiser:

Romney for President

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

444

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Days of our Lives Davs of our Lives PLS AIR 1/DAY, DAYS - 1/DAY Weekdays Start Date End Date Spots/Week Rating Rate Week: 10/08/12 10/14/12 MT----\$425.00 0.00 \$325.001 E14 KSNV 10/08/12 10/09/12 .300.00 NM 2 The Doctors CM 2pm-3pm MT----\$650.00 The Doctors PLS AIR 1/DAY, DOCTORS - 1/DAY Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/08/12 10/14/12 MT----\$325.00 0.00 E 15 KSNV 10/03/12 10/05/12 The Doctors CM 2pm-3pm --WTF--:30 3 \$325,001 0.00 NM 3 \$975.00 The Doctors PLS AIR 1/DAY, DOCTORS 1/DAY Spots/Week End Date Rating Start Date Weekdays Rate Week: 10/01/12 10/07/12 --WTF--3 \$325.00 0.00 3-4p E 16 KSNV 10/08/12 10/09/12 Dr. Phil CM MT----:30 2 \$450,001 0.00 NM 2 \$900.00 Dr Phil PLS AIR 1/DAY, DR PHIL - 1/DAY Spots/Week Start Date End Date Weekdays Rate Rating MT----\$450.00 Week: 10/08/12 10/14/12 0.00 --WTF--Dr. Phil 3-4p E 17 KSNV 10/03/12 10/05/12 CM :30 3 \$450.001 0.00 NM 3 \$1,350.00 Dr Phil PLS AIR 1/DAY, DR PHIL - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 --WTF--Week: 10/01/12 \$450.00 0.00 E 18 KSNV 10/03/12 10/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 \$725,001 0.00 NM 3 \$2,175.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) PLS AIR 1/DAY, NEWS - 1/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$725.00 0.00 3 MT----E 19 KSNV 10/08/12 10/09/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$725.001 0.00 NM \$1,450.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) PLS AIR 1/DAY, NEWS - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 MT----\$725,00 Week: 10/08/12 0.00E 20 KSNV 10/08/12 10/09/12 M-F Early News CM 5-630p :30 2 \$1,200.001 0.00 NM MT----2 \$2,400.00 M-F Early News PLS AIR 1/DAY, NEWS - 1/DAY Start Date End Date **Weekdays** Spots/Week Rate Rating MT----Week: 10/08/12 10/14/12 \$1,200.00 0.00 E 21 KSNV 10/03/12 10/05/12 3 \$1,200.001 0.00 NM M-Su Early News CM 5-630p --WTF--:30 3 \$3,600.00 M-Su Early News PLS AIR 1/DAY, NEWS - 1/DAY Spots/Week Start Date **End Date Weekdays** Rate Rating Week: 10/01/12 10/07/12 --WTF--3 \$1,200.00 0.00 E 22 KSNV 10/08/12 10/09/12 CM MT----:30 4 \$1,300.001 0,00 NM M-F Jeopardy 630-7pm 4 \$5,200.00 M-F Jeopardy PLS AIR 2/DAY W/MAX SEP JEOP - 2/DAY W/MAX SEP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----4 \$1,300.00 0.00 E 23 KSNV 10/03/12 10/05/12 M-F Jeopardy 630-7pm ---TF--:30 3 \$1,000.001 0.00 NM \$1,500.00 CM 2 M-F Jeopardy PLS AIR 1/DAY JEOP - 1/DAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---TF--2 \$1,000.00 0.00 Ch Date Range Description Start/End Time Weekdays Rate Rtg Type Lenath ---ThF----\$750,00 0.00 NM 2 KSNV 10/01/12-10/07/12 M-F Jeopardy 630-7pm :30 [N/A BUMP POLITICAL] N/A BUMP POLITICAL 3 KSNV 10/01/12-10/07/12 M-F Jeopardy 630-7pm ---ThF----:30 \$750.00 0.00 NM 7-730pm \$2,600.00 E 24 KSNV 10/08/12 10/09/12 M-F Wheel CM :30 2 \$1,300,001 0.00 NM MT----2 M-F Wheel of Fortune

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Order / Rev:

107386

Advertiser:

Romney for President

Alt Order #:

06860593

Product Desc:

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ROMNEY FOR PRESIDENT KSNV

Flight Dates: 10/03/12 - 10/09/12 Estimate:

Ln Ch Start End PLS AIR 1/DAY WHEEL - 1/D	-	Start/End Ti	me Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 25 KSNV 10/03/12 10/05/12	M-F Wheel CM	7-730pm	TF	:30	2 \$1,300.001	0.00 NM	2	\$2,600.00
PLS AIR 1/DAY WHEEL - 1/D	M-F Wheel of Fortune DAY							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 26 KSNV 10/08/12 10/09/12	_ _	11pm-1135pr	· · · · · · · · · · · · · · · · · · ·	:30	2 \$1,200.001	0.00 NM	2	\$2,400.00
PLS AIR 1/DAY NEWS - 1/DA	M-F News 3 at Eleven							
Start Date End Date Week; 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u>	Rating 0.00					
E 27 KSNV 10/03/12 10/05/12		\$1,200.00 11pm-1135pr		:30	3 \$1,200.001	0.00 NM	3	\$3,600.00
PLS AIR 1/DAY NEWS - 1/DA	M-F News 3 at Eleven							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 E 28 KSNV 10/03/12 10/05/12	The Tonight Show CM	\$1,200.00 1135p-1237a	0.00 WTF	:30	3 \$500.001	0.00 NM	3	\$1,500.00
	Tonight Show	11000 12014	****	.00	φοσο.σσ1	0.00 14101	5	ψ1,500.00
PLS AIR 1/DAY, TONGIHT SI Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	WTF 3	\$500.00	0.00		0 0500004	0.00.104		44.000.00
	The Tonight Show CM Tonight Show	1135p-1237a	MT	:30	2 \$500.001	0.00 NM	2	\$1,000.00
PLS AIR 1/DAY. TONGIHT S Start Date End Date	HOW - 1/DAY Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	MT 2	\$500.00	0.00					
E 30 KSNV 10/04/12 10/04/12	Thurs PR 9-10p CM Thursday Prime 9-10pm	9-10pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
OFFIC/PARKS	Thursday Frime 3-10pm							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$3,200.00	Rating 0.00					
E 31 KSNV 10/05/12 10/05/12	Fri PR 9-10p CM	9-10pm	F	:30	1 \$2,600.001	0,00 NM	1	\$2,600.00
GRIMM	Friday Prime 9-10pm							
<u>Start Date</u> <u>End Date</u> Week; 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$2,600.00	Rating 0.00					
	Fri 10-11p CM	10-11pm	F	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
DATELINE	Friday Prime 10-11pm							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 E 33 KSNV 10/06/12 10/06/12	•	\$3,200.00 7a-9am	0.00	:30	2 \$625.001	0.00 NM	2	\$1,250.00
SAT TODAY	Saturday Today							, ,
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12 E 34 KSNV 10/06/12 10/06/12	Sa-Su News 3 at FlevenCM	\$625.00 11pm-1135pr	0.00 mS-	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
	Sa-Su News 3 at Eleven	Tipini Troopi	5	.00	τ φτ,του.σστ	0.00 14141	,	Ψ1,100.00
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12		\$1,100.00	0.00					
E 35 KSNV 10/06/12 10/06/12	Nevada Newsmakers - Ch.3	5:00- 6:00am (5:00 AM-5:30		:30	1 \$825,003	0.00 MM	1	\$825,00
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week; 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$825,00	0.00					
E 36 KSNV 10/06/12 10/06/12	Nevada Newsmakers - CBM Nevada Newsmakers - Ch.3	5:00- 6:00am (5:30 AM-6:00		:30	1 \$825.003	0.00 NM	1	\$825.00
NEWS		(2100 / 1181-0101	-]		

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Order / Rev:

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ROMNEY FOR PRESIDENT

KSNV

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10/03/12 - 10/09/12

Estimate:

444

In Ob Chart Find	Inventory Code Duck	044/F1 T	D	l 0		D. T. O.	•	
Ln Ch Start End E 36 KSNV 10/06/12 10/06/12		Start/End T 5:00- 6:00am		Len Spo :30	1 \$825.003	Rtg Type Sp	ots 1	Amount \$825.00
	Nevada Newsmakers - Ch.3	(5:30 AM-6:0		.00	1 4020.000	0.00 14101	•	Ψ025.00
NEWS Start Date <u>End Date</u>	Maakdaya Chata Maak	Dete	Dating					
Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$825.00	<u>Rating</u> 0.00					
E37 KSNV 10/07/12 10/07/12		6a-7a	5	:30	1 \$350.001	0.00 NM	1	\$350.00
NEWS	News 3 Sunrise SUNDAY							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	S 1	\$350.00	0.00					
E 38 KSNV 10/07/12 10/07/12	Sunday Today CM Sunday Today	7a-8am	S	:30	1 \$750,001	0.00 NM	1	\$750.00
Sunday Today	Junuay 1 Juay							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
E 39 KSNV 10/07/12 10/07/12		1p-530pm	0.00	:30	1 \$2,400.001	0.00 NM	1	\$2,400.00
	NFL Pre-Game				7-1100000		·	4, 100100
FOOTBALL IN AMERICA Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	S <u>1</u>	\$2,400.00	0.00					
E 40 KSNV 10/07/12 10/07/12		1P-9PM	S	:30	2 \$10,000.001	0.00 NM	2	\$20,000.00
PLS GIVE MAX SEP. NFL -	NFL Football PLS GIVE MAX SEP							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12		\$10,000.00	0.00					*. ** **
E41 KSNV 10/07/12 10/07/12	Jeopardy in PRIME CM Jeopardy in Prime	M-SA 8-11p	/ SUNS	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
JEOP								
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
E 42 KSNV 10/07/12 10/07/12	<u>`</u>	•	/ SUNS	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
100	Law & Order (synd) PRIME							
L&O Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week; 10/01/12 10/07/12	S 1	· —	0.00					
E 43 KSNV 10/07/12 10/07/12		11pm-1135p	mS	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS	Sa-Su News 3 at Eleven							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/01/12 10/07/12 N 44 KSNV 10/03/12 10/03/12		1 \$1,100.00 M.S.A. 8.11n	0.00 / SUNW	:30	1 \$1,000.001	0.00 NM	1	\$750.00
1014 1010 10100/12 10100/12	Jeopardy in Prime	W-OA 0-11p	7 OONW	.50	Ι φ1,000.001	O.OO INIVI	,	φ/50.00
PLS AIR 1/DAY JEOP - 1/D		Dete	D-#					
Start Date End Date Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u>	Rate \$1,000.00	Rating 0.00					
		t/End Time	7	<u>Neekdays</u>		<u>Rtg Type</u>		
1 KSNV 10/01/12-10/07/12		A 8-11p / SUN		W		0.00 NM		
N 45 KSNV 10/03/12 10/03/12	Wheel of Fortune in PRIMM Wheel in Prime	M-SA 8-11p	/ SUNW	:30	1 \$1,300.001	0.00 NM	1	\$1,300.00
PLS AIR 1/DAY WHEEL - 1	/DAY							
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,300.00	Rating 0.00					
N 46 KSNV 10/08/12 10/09/12		1237a-136aı		:30	1 \$75.003	0.00 NM	1	\$75.00
	Late Night w/Fallon							,
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$75.00	Rating 0.00					
7700K, 10/00/12 10/14/12		Ψ/0.00	0.00					